For:

21251 NETWORK PLACE CHICAGO, IL 60673-1251

Stephen Korbel - Treasuer

Pittsburgh, PA 15243-0445

FRIENDS OF MATT SMITH(172688)

CBS TELEVISION STATIONS



KDKA-TV

Billing Period:

INVOICE

Page 1 of 7

Account Exec: Office:

Brian Butz-1 KDKA-TV

1201-57062

10/23/2012-10/29/2012

Contract Num: Contract Dates: Customer Order:

Linked Order:

CPE: /

In Account MESSAGE & MEDIA INC.(22198)

PO BOX 13445

With: 100 Albany St

New Brunswick, NJ 08901-2179 ATTN:Accounts Payable Product Desc: FRIENDS OF MATT SMITH 10/23-29

Broadcast airtimes represented are reported to the nearest second.

Invoice Num: 1201-544306

Invoice Date: 10/28/2012
Billing Cycle: Broadcast EOM

Broadcast EOM 10/01/2012-10/28/2012

PAY BY 11/27/2012 Net 30 days

Buy	Flight									Total		
Line	ne Description				Buy Line Date:	s	MTWTFSS		Dur	Spots	Rate	
1	1 THIS MORNING 5-6AM				10/23/2012-10/	26/2012	. T \	WTF	30	4	380.00	
We	ek Of			MTWTFSS	<u>S</u>	Spots Per Week		Rate				
10/2	22/2012-10/28/2	012		. T W T F		4		380.00				
Air	<u>Date</u>	Day	Air Time	M/G For	<u>Material</u>		<u>Dur</u>	Rate	Debit	Credit	<u>Remarks</u>	
10/2	23/2012	Tu	05:43:53 AM		MST105H		30	380.00				
10/2	24/2012	We	05:09:19 AM		MST105H		30	380.00		-		
10/2	25/2012	Th	05:12:38 AM		MST105H		30	380.00	2	To the last of the		
10/2	26/2012	Fr	05:27:58 AM		MST105H		30	380.00			A.	
3	THIS MOR	NING	6-7AM		10/23/2012-10/	26/2012	. T \	WTF	30	5	675.00	
	ek Of			MTWTFS	<u> </u>	Spots Per Week	100	Rate				
10/2	22/2012-10/28/2	012		.TWTF		5		675.00	- I			
Air	<u>Date</u>	<u>Day</u>	Air Time	M/G For	<u>Material</u>	1	<u>Dur</u>	Rate	Debit	Credit	<u>Remarks</u>	
10/2	23/2012	Tu	06:56:09 AM		MST105H		30	675.00				
10/2	24/2012	We	06:13:50 AM		MST105H		30	675.00				
10/2	24/2012	We	06:59:00 AM		MST105H		30	675.00				
10/2	25/2012	Th	06:27:01 AM		MST105H		30	675.00				
10/2	26/2012	Fr	06:57:19 AM		MST105H		30	675.00				
5	THE EARL	Y SH	OW		10/23/2012-10/	26/2012	. T \	WTF	30	4	380.00	
14/-	-1-04			MTWTFS		Conta Des Mante		Data				
·	ek Of	040		VIII	2	Spots Per Week		Rate				
10/2	22/2012-10/28/2	012		.TWTF		4		380.00				
<u>Air</u>	<u>Date</u>	Day	Air Time	M/G For	<u>Material</u>		<u>Dur</u>	Rate	Debit	Credit	<u>Remarks</u>	
10/2	23/2012	Tu	08:23:00 AM		MST105H		30	380.00				
10/2	24/2012	We	08:59:10 AM		MST105H		30	380.00				
10/2	25/2012	Th	08:38:24 AM		MST105H		30	380.00				
10/2	26/2012	Fr	08:21:35 AM		MST105H		30	380.00				

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CBS TELEVISION STATIONS



KDKA-TV

INVOICE

Page 2 of 7

Account Exec: Office: Brian Butz-1 KDKA-TV

1201-57062

10/23/2012-10/29/2012

Contract Num: Contract Dates: Customer Order:

Linked Order:

CPE: / /

In Account MESSAGE & MEDIA INC.(22198)

PO BOX 13445

With: 100 Albany St

New Brunswick, NJ 08901-2179 ATTN:Accounts Payable Product Desc: FRIENDS OF MATT SMITH 10/23-29

Broadcast airtimes represented are reported to the nearest second.

Invoice Num: 1201-544306

Invoice Date: 10/28/2012

Billing Cycle: Broadcast EOM
Billing Period: 10/01/2012-10/28/2012

PAY BY 11/27/2012 Net 30 days

uy	Flight									Tota	l	
ine	Descrip	otion			Buy Line Date	s	МT	WTFSS	Du	r Spots	Rate	
7 THIS MORNING 9-10AM			10/23/2012-10/26/2012			.TWTF		3	0 4	180.00	180.00	
Wee	ek Of			MTWTFSS	<u> </u>	Spots Per Week		Rate				
10/2	22/2012-10/2	8/2012		. T W T F		4		180.00				
Air [<u>Date</u>	Day	Air Time	M/G For	<u>Material</u>		Dur	Rate	Debit	Credi	Remarks	
10/2	23/2012	Tu	09:25:39 AM		MST105H		30	180.00				
10/2	24/2012	We	09:43:28 AM		MST105H		30	180.00			ris.	
10/2	25/2012	Th	09:33:40 AM		MST105H		30	180.00		100000		
10/2	26/2012	Fr	09:24:46 AM		MST105H		30	180.00				
9	NOON	NEWS			10/23/2012-10/	26/2012	. T V	VTF	3	0 4	585.00	
Wee	ek Of			MTWTFSS	<u> </u>	Spots Per Week		Rate				
10/2	22/2012-10/2	28/2012		. T W T F		4		585.00		M		
<u>Air E</u>	<u>Date</u>	<u>Day</u>	Air Time	M/G For	<u>Material</u>	10	Dur	Rate	Debit	Credi	Remarks	
10/2	23/2012	Tu	12:24:51 PM		MST105H		30	585.00				
10/2	24/2012	We	12:23:52 PM		MST105H		30	585.00				
10/2	25/2012	Th	12:14:43 PM		MST105H		30	585.00				
10/2	26/2012	Fr	12:24:06 PM		MST105H		30	585.00				
11	4PM EA	ARLY NE	WS		10/23/2012-10/	26/2012	. T V	VTF	3	0 5	5 585.00	
						, -						
	ek Of			MTWTFSS		Spots Per Week		Rate				
10/2	22/2012-10/2	28/2012		.TWTF		5		585.00				
Air E	<u>Date</u>	Day	Air Time	M/G For	<u>Material</u>		Dur	Rate	Debit	Credi	<u>Remarks</u>	
10/2	23/2012	Tu	04:12:41 PM		MST105H		30	585.00				
10/2	23/2012	Tu	04:43:57 PM		MST105H		30	585.00				
10/2	24/2012	We	04:09:50 PM		MST105H		30	585.00				
10/2	25/2012	Th	04:22:18 PM		MST105H		30	585.00				
10/2	26/2012	Fr	04:10:33 PM		MST105H		30	585.00				

For:

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KDKA-TV

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Page 3 of 7

Account Exec: Office:

Brian Butz-1 KDKA-TV

1201-57062

Contract Dates: 10/23/2012-10/29/2012

Contract Num: Contract Dates: Customer Order:

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In Account MESSAGE & MEDIA INC.(22198)

PO BOX 13445

With: 100 Albany St

New Brunswick, NJ 08901-2179 ATTN:Accounts Payable Product Desc: FRIENDS OF MATT SMITH 10/23-29

Broadcast airtimes represented are reported to the nearest second.

Invoice Num: 1201-544306

Invoice Date: 10/28/2012

Billing Cycle: Broadcast EOM
Billing Period: 10/01/2012-10/28/2012

PAY BY 11/27/2012 Net 30 days

uy	Flight									Total	
ine	Description				Buy Line Dates		MTWTFSS		Dur	Spots	Rate
13	5PM EARI	LY NE\	NS M-F		10/23/2012-10/26	5/2012	. T V	VTF	30	5	900.00
Weel	k Of			MTWTFS	<u>s</u>	Spots Per Week		Rate			
10/22	2/2012-10/28/2	2012		. T W T F		5		900.00			
<u>Air D</u>	<u>Date</u>	Day	Air Time	M/G For	<u>Material</u>		<u>Dur</u>	Rate	Debit	Credit	<u>Remarks</u>
10/23	3/2012	Tu	05:23:32 PM		MST105H		30	900.00			
10/24	4/2012	We	05:22:48 PM		MST105H		30	900.00			
10/25	5/2012	Th	05:24:40 PM		MST105H		30	900.00		No. of Concession, Name of Street, or other party of the Concession, Name of Street, or other pa	
10/25	5/2012	Th	05:41:53 PM		MST105H		30	900.00			1
10/26	6/2012	Fr	05:14:23 PM		MST105H		30	900.00			
15	M-F ERLY	' NEW	3		10/23/2012-10/26	6/2012	. T V	VTF	30	5	1,080.00
										1	
Weel	k Of			MTWTFS	<u>s</u>	Spots Per Week	15	Rate			
10/22	2/2012-10/28/2	2012		. T W T F		5		1,080.00			
<u>Air D</u>	<u>Date</u>	<u>Day</u>	Air Time	M/G For	<u>Material</u>		_Dur	Rate	Debit	Credit	Remarks
10/23	3/2012	Tu	06:38:21 PM		MST105H		30	1,080.00			
10/24	4/2012	We	06:42:03 PM		MST105H		30	1,080.00			
10/25	5/2012	Th	06:37:47 PM		MST105H		30	1,080.00			
10/26	6/2012	Fr	06:38:51 PM		MST105H		30	1,080.00			
10/26	6/2012	Fr	06:59:14 PM		MST105H	1 10	30	1,080.00			
17	11PM NE\	WS			10/23/2012-10/24	1/2012	. T V	٧	30	2	2,000.00
Weel	k Of			MTWTFS	<u>S</u>	Spots Per Week		Rate			
10/22	2/2012-10/28/2	2012		. T W		2		2,000.00			
<u>Air D</u>	<u>Date</u>	Day	Air Time	M/G For	<u>Material</u>		Dur	Rate	Debit	Credit	<u>Remarks</u>
10/23	3/2012	Tu	11:29:57 PM		MST105H		30	2,000.00			
	4/2012	W/o	11:32:38 PM		MST105H		30	2,000.00			

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FRIENDS OF MATT SMITH(172688)

CBS TELEVISION © GW



10/23/2012-10/29/2012

KDKA-TV

1201-544306

Invoice Num:

Invoice Date:

Billing Cycle:

Billing Period:

Page 4 of 7

Account Exec: Office:

Brian Butz-1

KDKA-TV Contract Num: 1201-57062

Contract Dates:

Customer Order:

Linked Order:

CPE:

In Account MESSAGE & MEDIA INC.(22198)

PO BOX 13445

With: 100 Albany St

> New Brunswick, NJ 08901-2179 ATTN:Accounts Payable

Product Desc: FRIENDS OF MATT SMITH 10/23-29

Broadcast airtimes represented are reported to the nearest second.

10/28/2012		
Broadcast EOM 10/01/2012-10/28/2012	PAY BY	11/27/2012 Net 30 days

	Flight								Total	
_ine	Description			Buy Line Date	s	MTV	WTFSS	Dur	Spots	Rate
18	SAT. MORN	LOCAL NEWS		10/27/2012-10/	27/2012		S.	30	1	300.00
W	eek Of		MTWTFS	<u>s</u>	Spots Per Week	_	Rate			
10	/22/2012-10/28/20	2	S.		1		300.00			
<u>Ai</u>	Date D	ay Air Time	M/G For	Material		<u>Dur</u>	Rate	Debit	Credit	Remarks
10	/27/2012 S	a 06:09:13 AM		MST105H		30	300.00			
19	SAT.CBS M	DRNING NEWS		10/27/2012-10/	27/2012		S.	30	1	450.00
	eek Of		MTWTFS	<u>S</u>	Spots Per Week	=	Rate			
10	/22/2012-10/28/20	2	S.		1		450.00			
<u>Ai</u>	Date <u>D</u>	ay Air Time	M/G For	<u>Material</u>		<u>Dur</u>	Rate	Debit	Credit	Remarks
10	/27/2012 S	a 08:24:25 AM		MST105H		30	450.00			
20	SAT 7PM N	WS		10/27/2012-10/	27/2012		S.	30	2	750.00
	eek Of		MTWTFS	<u>S</u>	Spots Per Week	k. 3	Rate			
10	/22/2012-10/28/20	2	S.	_ \	1	1	750.00			
	. Data - C	ay Air Time	M/G For	<u>Material</u>		_Dur	Rate	Debit	Credit	<u>Remarks</u>
Air	<u>Date</u> <u>D</u>					30			=== ==	5
	/27/2012 S					30			750.00	Preempted
10	/27/2012 S		10/27/2012	MST105H) /	30	750.00	750.00	750.00	Makegood in 15:00:00-19:43:02
10	/27/2012 S	a		MST105H 10/28/2012-10/	28/2012			750.00	750.00	·
10 10	/27/2012 S /27/2012 S THE SUNDA	a a 07:28:13 PM	GE .	10/28/2012-10/		30	S			Makegood in 15:00:00-19:43:02
10 10	/27/2012 S	a a 07:28:13 PM	SE MTWTFS	10/28/2012-10/	28/2012 _Spots Per Week	30	S Rate			Makegood in 15:00:00-19:43:02
10 10 21	/27/2012 S /27/2012 S THE SUNDA	a a 07:28:13 PM Y BUSINESS PAC	GE .	10/28/2012-10/		30	S			Makegood in 15:00:00-19:43:02
10 10 21 <u>W</u>	/27/2012 S /27/2012 S THE SUNDA eek Of /22/2012-10/28/20	a a 07:28:13 PM Y BUSINESS PAC	SE MTWTFS	10/28/2012-10/	Spots Per Week	30	S Rate			Makegood in 15:00:00-19:43:02

For:

21251 NETWORK PLACE CHICAGO, IL 60673-1251

Stephen Korbel - Treasuer

Pittsburgh, PA 15243-0445

FRIENDS OF MATT SMITH(172688)

CBS TELEVISION STATIONS



KDKA-TV

INVOICE

Account Exec: Office: Brian Butz-1 KDKA-TV

Contract Num:

1201-57062 10/23/2012-10/29/2012

Contract Dates: Customer Order:

Linked Order:

CPE: /

In Account MESSAGE & MEDIA INC.(22198)

PO BOX 13445

With: 100 Albany St

New Brunswick, NJ 08901-2179 ATTN:Accounts Payable Product Desc: FRIENDS OF MATT SMITH 10/23-29

Broadcast airtimes represented are reported to the nearest second.

 Invoice Num:
 1201-544306
 Page 5 of 7

 Invoice Date:
 10/28/2012

 Billing Cycle:
 Broadcast EOM

 Billing Period:
 10/01/2012-10/28/2012

PAY BY
Net 30 days

Buy	_									Total		
Line					Buy Line Dat	es		WTFSS	Dur	Spots	Rate	
22	KD/PG S	UNDA	'EDITION 10/28/2012-10/28/2012 S				S	30	11	200.00		
	Week Of			MTWTFS	<u>S</u>	Spots Per Week	-	Rate				
	10/22/2012-10/28	3/2012		S		1		200.00				
	Air Date	Day	Air Time	M/G For	<u>Material</u>		<u>Dur</u>	Rate	Debit	Credit	Remarks	
	10/28/2012	Su	08:43:09 AM		MST105H		30	200.00				
23	CBS SU	N MOR	N		10/28/2012-1	0/28/2012		S	30	1	650.00	
											1	
	Week Of			MTWTFS	<u>S</u>	Spots Per Week	-	Rate				
	10/22/2012-10/28	3/2012		S		1		650.00				
	Air Date	Day	Air Time	M/G For	<u>Material</u>		Dur	Rate	Debit	Credit	<u>Remarks</u>	
	10/28/2012	Su	09:09:45 AM		MST105H		30	650.00				
24	FACE TI	HE NAT	ION		10/28/2012-1	0/28/2012		S	30	1	585.00	
					_							
	Week Of			MTWTFS	<u>S</u>	Spots Per Week	No 18	Rate				
	10/22/2012-10/28	3/2012		S	-			585.00				
	Air Date	<u>Day</u>	Air Time	M/G For	<u>Material</u>		<u>Dur</u>	Rate	Debit	Credit	<u>Remarks</u>	
	10/28/2012	Su	11:21:02 AM		MST105H		30	585.00				
25	CBS EV	ENING	NEWS		10/24/2012-1	0/24/2012	W		30	1	1,080.00	
	W 100			MINITEO		0 1 5 14 1		D /				
	Week Of 10/22/2012-10/28	/2012		<u>MTWTFS</u> W	<u>5</u>	<u>Spots Per Week</u> 1	=	Rate 1,080.00				
	10/22/2012-10/20	0/2012		VV		ı		1,080.00				
	Air Date	-	Air Time	M/G For	<u>Material</u>		<u>Dur</u>	Rate	Debit	Credit	<u>Remarks</u>	
	10/24/2012	We	07:28:54 PM		MST105H		30	1,080.00				
26	CSI: MIA	MI			10/27/2012-1	0/27/2012		. S .	30	1	135.00	
	LUR											

For:

With:

21251 NETWORK PLACE CHICAGO, IL 60673-1251 CBS TELEVISION



KDKA-TV

INVOICE

Page 6 of 7

FRIENDS OF MATT SMITH(172688)

Stephen Korbel - Treasuer

PO BOX 13445

100 Albany St

Pittsburgh, PA 15243-0445

New Brunswick, NJ 08901-2179

In Account MESSAGE & MEDIA INC.(22198)

ATTN:Accounts Payable

Account Exec: Brian Butz-1
Office: KDKA-TV
Contract Num: 1201-57062

Contract Dates: 10/23/2012-10/29/2012

Customer Order:

Linked Order:

CPE:

Product Desc: FRIENDS OF MATT SMITH 10/23-29

Broadcast airtimes represented are reported to the nearest second.

IV INVOICE

Invoice Num: 1201-544306 Invoice Date: 10/28/2012

Billing Cycle: Broadcast EOM
Billing Period: 10/01/2012-10/28/2012

PAY BY 11/27/2012 Net 30 days

Buy	Flight									Total		
Line	Descri	ption			Buy Line Date	es	мт	WTFSS	Dui	r Spots	Rate	
	Week Of			MTWTFS	S	Spots Per We	ek	Rate				
	10/22/2012-10/2	28/2012		S.	_	- •	1	135.00				
	Air Date	Day	Air Time	M/G For	<u>Material</u>		<u>Dur</u>	Rate	Debit	Credit	Remarks	
	10/27/2012	Sa	12:50:38 AM		MST105H		30	135.00				
27	#1 CO	CHRAN S	UNDAY SPORT	S SHOWDO	10/28/2012-10)/28/2012		S	30) 1	600.00	
										1		
	Week Of			MTWTFS	<u>S</u>	Spots Per We	<u>ek</u>	Rate				
	10/22/2012-10/2	28/2012		S			1	600.00			1	
	Air Date	Day	Air Time	M/G For	<u>Material</u>		<u>Dur</u>	Rate	Debit	Credit	<u>Remarks</u>	
	10/28/2012	Su	12:04:33 AM		MST105H		30	600.00				
	T	otal Spots	<u>i</u> .	Gross An	<u>nt</u>	Cor	mmission Amt	Net Amt	Debit	Credit	Reconciliation	
Air Time	Totals	48	3	31,185.0	0		4,677.75	26,507.25	750.00	750.00	0.00	

Billing Notes

PRINT AT STATION. ALL RATES ARE NON PRE-EMPTIBLE UNLESS NOTED OTHERWISE. PAID FOR BY FRIENDS OF MATT SMITH. MARK INVOICE PAID, PROOF OF PERFORMANCE AND PUT IN PUBLIC FILE.

CBS Television Stations Standard Terms and Conditions for advertising shall apply.

NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

CHICAGO, IL 60673-1251

For: FRIENDS OF MATT SMITH(172688)

Stephen Korbel - Treasuer

PO BOX 13445

Pittsburgh, PA 15243-0445

In Account MESSAGE & MEDIA INC.(22198)

With: 100 Albany St

> New Brunswick, NJ 08901-2179 ATTN:Accounts Payable

CBS TELEVISION STATIONS 21251 NETWORK PLACE



KDKA-TV

Billing Period:

INVOICE

Page 7 of 7

Account Exec: Brian Butz-1 Office: KDKA-TV

Contract Num: 1201-57062 10/23/2012-10/29/2012

Contract Dates: Customer Order:

Linked Order:

CPE:

Product Desc: FRIENDS OF MATT SMITH 10/23-29

Broadcast airtimes represented are reported to the nearest second.

Invoice Num: 1201-544306

Invoice Date: 10/28/2012 Billing Cycle: **Broadcast EOM**

10/01/2012-10/28/2012

11/27/2012 Net 30 days

Billing Notes	
Gross Billing	31,185.0

Wire Transfer Instructions:

For Billing Inquiries Please Contact: **ACCOUNT EXECUTIVE**

412-575-2200

Gross Billing 31,185.00 Trade Value 0.00 Agency Commission 4,677.75 **Local Tax** 0.00 State Tax 0.00 Pre Paid Amount 0.00 **Pay This Amount** 26,507.25

Warranty - We warrant the above broadcasts were made according to the official station log.